

The Influence of Social Value on the Attitude of M-Advertising Users and the Purchase Intention of the Millennial Generation on the Instagram Application

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Abstract

The purpose of this study is determine the role of social value and the attitude towards m-advertising on the intention to purchase products on the Instagram application. Structural Equation Modelling (SEM) based on AMOS is an analysis technique which is used to test the hypothesis in this research. The sample consists of 100 people selected with the criteria as follows: born in the year of 1980-1995 (millennials) and are domiciled in Denpasar. The research result shows that (1) social value does not influence the attitude of m-advertising users because the indicators of social value used in this research are directed only towards the conditional aspects, (2) social value has positive and significant influence on the purchase intention of the millennial generation, (3) the attitude of m-advertising users has positive and significant influence on the purchase intention of the millennial generation. The theoretical implication which may be taken from this research is that the TPB can be applied in the case of m-advertising for the millennial generation in the areas of Denpasar. Furthermore, the practical implication and the recommendation from this research is that advertisers are expected to be able to utilize the filtering feature on Instagram to reach market targets that are suitable so that the sponsored ads appear on Instagram users who are their advertisement targets. If possible, the management of Instagram are expected to provide data regarding the behavior of their customers to companies that wish to advertise using Instagram's sponsored ads.

Keywords: m-advertising, millennials, social value, user's attitude and purchase intention

1. Introduction

M-advertising can be categorized as one of the mobile marketing (m-marketing) activities. M-advertising is a digital advertisement method which uses mobile gadgets (smartphone, tablet, PDA, and other gadgets with wireless connection features) as the media (Driskill, 2017). Text advertisement through SMS, in-app advertising and banner advertising which frequently appear on certain mobile websites are also categorized as m-advertising. It cannot be denied that marketing activities through mobile medias can help companies in increasing their sales rate. This statement is supported by Achadinha et al. (2014); Muk & Chung (2015) who have conducted studies regarding m-advertising activities. Those research found that there are relationships between m-advertising activities and mobile commerce (m-commerce) adoption, attitude towards e-commerce and attitude towards products marketed through m-commerce. Thus, the attitude of consumers towards m-advertising can be categorized as one of the primary parameter that can influence consumer's decision.

Theory of Consumption Value (TCV) is a theory which states that there are some values that are constantly considered by consumers before making a decision, namely the functional, emotional, social, epistemic and conditional value (Sheth et al., 1991). Therefore, social value is among the factors that can influence consumer's decision. The relationship between social value and attitude can be found in some studies, however there are still many variations in research result, which may be due to the difference in research object or respondents. Hamid (2014) found that there is no relationship between social value, which is a part of perceived value, and the attitude towards green product. Yamoah et al. (2016) also did not find any effect from social value on attitude towards product. Other studies found that social value is one of the variables which can influence the attitude of consumers towards car products in Pakistan (Altaf et al., 2017). The research by Ali et al. (2016) also found the same tendency towards luxury goods. The phenomena of the relationship between these two variables is an interesting subject to be further examined and studied.

Social value has a high probability to influence purchase intention of consumers because many studies have previously confirmed the relationship between these two variables. Burnsed & Hodges (2014) found that the tendency of consumer's purchase intention towards large furniture products is influenced by the consumer's social value. The social perception also has an influence on the purchase intention of X and Y generation consumers (Wiedmann et al., 2014). Social value is also a part of the perceived value of consumers which can influence purchase intention in China (Sun et al., 2013). However for green (eco-friendly) products, social value does not influence consumer's purchase intention (Velnamphy & Achchuthan, 2016).

Theory of Planned Behavior (TPB) states that there is a relationship among the variables of attitude, subjective norms, and perceived behavioral control towards consumer intention (Ajzen, 1991). Many studies also found similar results while applying the TPB model (Memarzadeh et al., 2015; Ismail & Mokhtar, 2016; Chu et al., 2016; Ting et al., 2016; Attia, 2017). On the contrary, some studies attained results which were not in line with the TPB

while implementing the model. Badrinarayanan et al. (2012) did not find any relationship between attitude and consumer's purchase intention towards online store's products. Consumer attitude towards physical stores also does not influence consumer's intention to make online transactions (Jang et al., 2015).

This research also attempts to implement some variables from two different theory (TPB and TCV) into the fields of m-marketing, specifically m-advertising in Instagram. The opinion of the millennial generation (born in the years of 1980 – 1995) is the subject which will be exploited in this research. This decision is supported by the early survey results which showed that most respondents are born between the years of 1980-1995, therefore they can be categorized as the millennial generation. Most use Instagram more than 20 times in a week and according to the information regarding Instagram users in Indonesia on March 2017, there are 40 million accounts registered and most were aged between 18-24 years old (Napoleoncat, 2017).

2. Theoretical Review and Research Hypothesis

Social value is closely related to social class, symbolic value, status consumption, group reference and leader's opinion. Social class is generally determined by the job, education, income level, prestige and status (Myers & Bishop, 1971). Symbolic value emerges when individuals or groups have the same perspective regarding a product. The group members and leaders are the people who can influence the consumption preferences. Status consumption is usually conducted to increase self-status in the group and this indirectly influences the social value of certain products. The consideration of social value frequently occurs when consumers want to buy luxury products.

Attitude is among the variables which form the TPB (Ajzen, 1991). Robbins (2006) defined attitude as the statement or evaluative assessment related to behavior, object, or occurrence. According to Allport & Setiadi (2003) in Simamora (2004), attitude is the mentality attained from experience and it has an influence on behavior. Therefore, it can be concluded that attitude is the tendency of a person in responding to certain behaviors, objects or occurrences, may it be one they like or even dislike. Supported by the statement by Paul & Olson in Simamora (2004), attitude is the overall evaluation conducted by a person.

Literatures regarding m-advertising has developed rapidly in the past few years, however non have defined the concept clearly and consistently (Leppaniemi et al., 2006). Rosenkrans & Myers (2012) defined m-advertising as the role of marketing or advertisement which is displayed through portable gadgets by downloading the application through synchronization cables or even wireless networks. M-advertising can be defined as the commercial message in the form of text or pictures which is sent to consumers through mobile gadgets (Garris & Mishra, 2015:63). The most complete definition regarding m-advertising was conveyed by Buzynna et al. (2014:11) who stated that m-advertising is the persuasive message published through mobile medias to inform or convince the market target regarding the product, service, organization and the idea of the renter. Mobile media in this context are the medias available on portable gadgets and are delivered through synchronization cables or wireless connections.

The millennials are the generations that can adapt to the technology fast. They always have access to the technology and view it as a part of life. millennials think realistically and always uphold diversity and independency (Lancaster & Stillman, 2002). Team cooperation, self productivity, self control, dedication towards finishing a job and social awareness are matters that they highly appreciate (Meister & Willyerd, 2010).

Schiffman & Kanuk (2004:25) stated that there are some factors which may cause the emergence of consumer's purchase intention, namely the external influence (a mix of marketing communication and culture), awareness of needs, the method of product introduction, and alternative evaluation. If a person shows negative attitude towards a certain product or service, there are possibilities that the purchase intention of prospective buyers will change. In accordance to situations, if consumers are in a situation which exceeds their anticipation, the purchase intention of prospective consumers might change.

Intention, attitude, and subjective norm (in this research are known as social value) are a part of the theory of planned behavior (Ajzen, 1991). Behavioral intention depends on the level of effort given by a person to be able to make certain actions. The TPB states that a person will act based on their intention if there are no unexpected occurrences such as the unavailability of ability, resource and opportunity. The attitude towards behavior measures the extent a person has negative or positive evaluation on that behavior's performance. Beneficial attitude (which can be positive or negative) may give rise to a greater intention towards a certain behavior (Ajzen, 1991).

Social value (in the TPB, it is called subjective norm) is the pressure felt by a person from the social group when they perform a certain action. The relationship between social value and attitude was not explained in the TPB model, therefore there is a need for a theory to explain this relationship. The theory of consumption value (TCV) states that there are some factors that can influence a person's attitude towards a product, among others is the social value. Social value is the indirect benefit of certain social groups which is felt by consumers (Sheth et al., 1991). The social benefit attained can be attributed positively or negatively with the geographical condition, demographics, social economics, politics and culture of the consumer (Sheth et al., 1991).

Advertisement is one of the marketing media to introduce products in order to develop purchase intentions in

consumers. This research was motivated by the thinking framework that smartphone application technology is among the advertisement media that can be used by marketers to advertise their products more effectively and efficiently. Effective because the advertisement has a greater probability to be viewed by individuals that are the market targets of the product by using the filtering technology (the feature in which the marketer can determine to make the advertisement appear on the smartphone of individuals with certain demography, as long as the individuals have an account in the application used by the marketer) installed in the application. Efficient because just by utilizing smartphones and internet connections, the advertisements will be spread widely all over the world without any additional cost.

The number of smartphone users in Indonesia has reached 69% from the total population of internet users (Wearesocial, 2017b). This tendency is one of the opportunities which must be given attention by marketers because the people are showing changes in preference from mass media to electronic media, specifically smartphones. Conversely, marketers must be more careful in selecting the smartphone application media that they will use for advertisement purposes. They should use applications with the highest amount of users in accordance to the market target of their product. For example Instagram is one of the choices which is suitable to be used as an advertisement media because Indonesia is the country with the highest number of Instagram users.

Instagram with the sponsored ads feature is able to sort the target of the advertisement in terms of location, demography, interest and behavior of its users. Sponsored ads is an Instagram content which enables advertisements registered by companies to appear in all Instagram users all over the world. Sponsored ads will always appear when the users have activities in Instagram such as viewing the stories of other users and viewing photos and video on the main page.

The social value or the influence from the individuals social environment is expected to make people who do not care about sponsored ads in Instagram to also view it. This probability is also supported by the high level of collective culture in the Indonesian people (Hofstede, 2005). The influence of social environment (social value) is also expected to be able to increase prospect consumer's purchase intention. The attitude of Instagram users who have viewed the sponsored ads of certain products are expected to strongly give rise to the purchase intention towards the product.

Social value is among the strong predictors of consumer attitude and if it is implemented in countries with dominant collective culture, the effect will be even stronger (Ali et al., 2016). Kwon & Kwak (2014) found a significant and positive relationship between social value and the attitude of consumers towards licensed souvenir products in the USA. Other studies also found similar relationship between social value and attitude (Tang et al., 2011; Saadeghvaziriet al., 2013; Altaf et al., 2017). According to Manthiou (2014), social value is the variable with the greatest influence on consumer attitude. However, there are some studies that found the opposite result, in which social value does not have any influence on consumer attitude regarding the product or certain behaviors (Hamid, 2014; Assarut & Eiamkanchanalai, 2015; Yamoah et al., 2016). So far, studies regarding social value and attitude have shown diversified results, even in the research conducted by Wu et al. (2015), it was found that family opinion has positive influence on consumer attitude, while other people's opinion (aside from family) do not influence consumer attitude. Thus, based on several empirical studies, the first hypothesis is formulated as follows:

H₁ : Social value has a positive and significant influence on the attitude of m-advertising users

Social value pictures other people's opinion towards a certain product or behavior. The influence of social value on attitude becomes stronger if the object used in the research are mobile products which can be carried around by consumers anywhere they go (Hur et al., 2011). Sun et al. (2013) found that culture and social value have positive and significant influences on purchase intention of consumers in China. The research regarding the marketing of wine which was conducted by Wiedmann et al. (2014) also found similar results. Guido et al. (2010) found that the intention to purchase organic food is positively influenced by the moral norm, while social value has a large influence on the moral norm. The positive and significant relationship between social value and attitude was also found in previous studies (Puschel et al., 2010; Jin & Kang, 2011; Suki et al. 2011; Yu et al., 2012; Ho & Wu, 2012; Yeoh & Paladino, 2012; Urban et al., 2012; Fu & Elliott, 2013; Burnsed & Hodges, 2014; Beyzavi & Lotfizadeh, 2014). Interestingly, the most recent research conducted by Velnampy & Achchuthan (2016) found the opposite results, social value does not have any influence on consumer's attitude in Sri Lanka.

H₂ : Social value has a positive and significant influence on purchase intention

Attitude and purchase intention are the variables that are most frequently used in marketing studies and the results also varies. Most researchers found that there is a significant and positive relationship (Urban et al., 2012; Limbu et al., 2012; Martinez & Kim, 2012; Saadeghvaziri et al., 2013; Tang et al., 2013; Kou & Kalargyrou, 2014; Bitter & Schipper, 2014; Duffett, 2015; Cheah et al., 2015; Sinthamrong & Rompho, 2015; Memarzadeh et al., 2015; Gazley et al., 2015; Ismail & Mokhtar, 2016; Chu et al., 2016; Ting et al., 2016; Attia, 2017). Some others found anomalies in which there is an insignificant relationship between the two variables and the cause of these anomalies also differs. Many of these anomalies occur in studies discussing the implementation of technology in the product marketing technique, for example the transition from physical stores to websites (online stores / non-physical) on multi-channel retailers in USA and South Korea (Badrinarayanan et al., 2012; Jang et al., 2015).

H₃ : The attitude of m-advertising users has positive and significant influence on purchase intention

3. Research Method

The exogenous variable in this research is the social value (X). Attitude of m-advertising users (Y1) and purchase intention (Y2) are the endogenous variables.

The quantitative data consist of respondent's age, number of internet users utilizing mobile gadgets in Indonesia, internet activity intensity of the Indonesian people, the amount of Instagram users in the world, percentage of Instagram users in Indonesia, the composition of Instagram users in the world based on age, and the individualism culture score in Indonesia.

The qualitative data consist of results of previous studies, respondents' opinion regarding social value, m-advertising users' attitude, purchase intention, the ranks of countries with the largest internet user population in South East Asia, the rank of social medias most visited by the Indonesian people, characteristics of the millennial generation and internet users facts in Bali.

The secondary data source is from Wearesocial.com, Jakarta Globe, Coconuts.co, Nextshark.com, Napoleoncat.com, Forbes.com, Umass.edu, Smartinsights.com, Geert-hofstede.com, and Balebengong.id.

Everyone domiciled in Denpasar, has completed high school education, and was born in the years of 1980-1995 are the population in this research, so the total population size cannot be determined with certainty (infinite). The research sample is determined using the non-probability sampling technique (Sugiyono, 2016:124). Roscoe in Sugiyono (2016:133) recommended the ideal sample size for multivariate analysis should be 5 to 10 times the total indicators. Thus, a minimum of 70 respondents are needed. However, in this research a minimum of 100 respondents are needed to attain a chi-square value as low as possible in the structural equation modeling (SEM) analysis (Ferdinand, 2014:173).

Questionnaires are distributed to respondents with a purpose to obtain primary data. Questionnaires are distributed online (through Google Forms and Typeform) and offline (direct contact). The Likert scale with an interval from 1 to 5 is used to measure the variables of social value, attitude towards m-advertising and the purchase intention of consumers.

This research aims to prove and analyze the influence of the exogenous variable on the endogen variable. This influence is very complex, in which the latent variables are formed by several indicators (observed variable). Due to this, to analyze the data in this research the structural equation modeling (SEM) analysis technique is used by utilizing the IBM SPSS AMOS 21 program.

4. Results and Discussions

The research data were obtained from the questionnaires which have been distributed to 100 respondents. Based on the data obtained through questionnaire, the distribution of respondents are shown as follows.

Table 1. Demographic Characteristics of Respondents

No.	Respondent Distribution	Total (People)	Percentage
1.	Year of Birth		
	1980-1985	10	10
	1986-1990	23	23
	1991-1995	67	67
	Total	100	100
2.	Gender		
	Male	50	50
	Female	50	50
	Total	100	100
3.	Last Completed Education		
	High School	18	18
	Associate Degree	6	6
	Undergraduate Degree	69	69
	Masters Degree	7	7
	Others	0	0
	Total	100	100
4.	Profession		
	Student	19	19
	Employee	70	70
	Businessman	3	3
	Others	8	8
	Total	100	100

Based on Table 1., the total number of respondents born in the year of 1991-1995 is the highest with a percentage of 67%. There is an equal amount of Male respondents and female respondents with a percentage of

50% each. Most respondents have completed their undergraduate education and the percentage from the total sample is 69%. The profession of most respondents are as employees with a percentage of 70%.

The validity test is conducted on the answers of the first 30 respondents. If the correlation between factors is $> 0,361$ the factor is deemed as valid. Table 2 shows the result of the validity test in this research.

Table 2. Validity Test

Construct Classification	Construct	Indicator	Correlation Coefficient	Significance	Description
Exogenous	Social Value	X _{1.1}	0,624	0,000	Valid
		X _{1.2}	0,648	0,000	Valid
		X _{1.3}	0,775	0,000	Valid
		X _{1.4}	0,791	0,000	Valid
		X _{1.5}	0,744	0,000	Valid
		X _{1.6}	0,886	0,000	Valid
Endogen	Attitude of M-Advertising Users	Y _{1.1}	0,674	0,000	Valid
		Y _{1.2}	0,618	0,000	Valid
		Y _{1.3}	0,834	0,000	Valid
		Y _{1.4}	0,829	0,000	Valid
	Purchase Intention	Y _{2.1}	0,923	0,000	Valid
		Y _{2.2}	0,890	0,000	Valid
		Y _{2.3}	0,939	0,000	Valid
		Y _{2.4}	0,912	0,000	Valid

Based on Table 2., the instrument in this research is known to have product moment scores of greater than 0,361 with significance levels of lower than 1 percent, therefore the items in the questionnaire instrument are deemed as valid.

The reliability test is conducted to measure the reliability of the research instrument. This research utilize the Cronbach's Alpha coefficient in which the instrument is deemed as reliable if the Alpha Cronbach value is $> 0,6$. The reliability test is conducted on the first 30 respondents and the results are shown in Table 3.

Table 3. Reliability Test

Construct Classification	Construct	Cronbach Alpha	Description
Exogenous	Social Value	0,836	Reliable
Endogen	Attitude of M-Advertising Users	0,746	Reliable
	Purchase Intention	0,939	Reliable

Based on Table 3., the instrument of this research is known to have Cronbach Alpha values of greater than 0,6. This result shows that the measurement instrument of this research is able to provide consistent results even if the measurement is repeated on the same subject.

The measurement model is a modeling process with the purpose to investigate the indicators that are able to define a certain construct/ variable (Ferdinand, 2014:286). This analysis is conducted with a lambda value $\geq 0,40$ (Ferdinand, 2014:287). If there are loading factor values which do not fulfill the requirement, the indicators must be removed from the model (Ghozali, 2017:214).

Table 4. Factor Loading Value of the Research Variables

Construct/ Variable	Indicator	Factor loading
Social Value	Relationship with family becomes closer (X1.1)	0,459
	Easier to attain new friends (X1.2)	0,272
	Feel that it is easy to be known by others (X1.3)	0,462
	Feel more accepted in the society (X1.4)	0,363
	Give good impressions to others (X1.5)	0,756
	Change people's view (X1.6)	0,569
Attitude of M-Advertising Users	Likes the m-advertising feature (Y1.1)	0,389
	Feel that information provided by m-advertising is useful (Y1.2)	0,722
	Willing to view the m-advertisements (Y1.3)	0,726
	M-advertising does not disturb (Y1.4)	0,383
Purchase Intention	Desires to purchase the product (Y2.1)	0,946
	Tend to buy the product promoted through m-advertisements (Y2.2)	0,862
	Frequently search information of a product on m-advertisements before purchasing it (Y2.3)	0,855
	Plan to purchase products shown in m-advertisements (Y2.4)	0,893

The model test result of the social value variable shows that the model's goodness of fit test is at a good acceptance level, reflected from the loading factor values of X1.1, X1.3, X1.5 and X1.6 in which are $\geq 0,40$. Hence, it can be concluded that the indicators X1.2 and X1.4 must be removed from the model.

The model test result of the attitude of m-advertising users variable shows that the model's goodness of fit test is at a good acceptance level, reflected from the loading factor value of the indicators Y1.2 and Y1.3 in which are $\geq 0,40$. Hence, it can be concluded that the indicators Y1.1 and Y1.4 must be removed from the model.

The model test result of the purchase intention variable shows that the model's goodness of fit test is at a good acceptance level, reflected from the factor loading value of each indicator which is $\geq 0,40$. Hence, it can be concluded that all the indicators can show the unidimensionality of the purchase intention variable.

The causality test has a purpose to determine the causal relationship between the exogenous and endogen constructs of this research. If the causality test shows that the critical ratio (CR) value $\neq 0$ and the probability (p) value is $< 0,05$ thus it can be stated that there is a relationship between the two variables. Afterwards, the statistics test between variables need to be conducted, and the statistic test result can be used to answer the research hypothesis stated in earlier sections. The SEM statistics test results can be observed through the p and CR of each relationship between variables.

Table 5. Regression Weight Full Model Parameter Estimation

		Estimate	S.E.	C.R.	p
Attitude of m-advertising users	← Social value	0,406	0,236	1,718	0,086
Purchase intention	← Social Value	0,538	0,232	2,318	0,020
Purchase intention	← Attitude of m-advertising users	0,870	0,143	6,105	0,000

The causality hypothesis test developed in this model is displayed on Table 5. Regarding the influence of each exogenous and endogen variables, from the data analysis results it can be explained that social value statistically has insignificant influence on the attitude of the millennial generation users towards m-advertising (sponsored ads) on the Instagram application. This is obtained from the analysis results which show that the correlation value is 0,406 and the probability value is 0,086 (greater than 0,05). The indicator gives good impressions to others has the highest factor loading with a value of 0,756, while the indicators relationship with family becomes closer, feels that it is easy to be known by others, and change other people's view have non-dominant influences. Hence, even though millennials are able to attain better social views after watching m-advertisements (Instagram's sponsored ads), they do not significantly respond the advertisements. This result is in line with the TPB which states that social value (subjective norms) do not directly influence attitude, but both variables directly influence intention. The indicators of social value in this research which are not directed towards the economical aspect (only conditional) are among the cause. Moreover, the realistic mindset of millennials also becomes one of the cause, why millennials tend to be full of considerations in searching for information regarding a product, in which can be attained from digital advertisements.

This research result is not in line with Altaf et al. (2017) who found that functional value, social value and

conditional value have important and direct roles in forming a positive attitude towards the purchase of cars in Pakistan. Saadeghvaziriet al. (2013) studied the attitude of the people in Iran towards advertisements which appears on websites and found that the attitude of people is also affected by their social value. This research result also contradicts the study by Li et al. (2013) regarding luxury brands in China conducted on 431 respondents, which found that social value has a positive and significant influence on the attitude of respondents.

Yamoah et al. (2016) in their research regarding fair-trade products (products in which the profits are used for certain social activities) in England found that social motivation/ social value has no relationship or influence on the attitude of people towards fair-trade products, which is consistent with the result of this research. The research by Assarut & Eiamkanchanalai (2015) which was conducted in Thailand found results that are consistent with the results of this research, the social value is not an important component in the formation of the attitude of mobile shopping application users. Hamid (2014) who studied regarding green products in Pakistan also found similar results, in which social value does not influence a person's attitude towards green product.

The data analysis result statistically shows that social value has a positive and significant influence on the purchase intention of millennials on the Instagram application. This conclusion is attained from the analysis result which shows that the correlation value is 0,538 and the probability value is 0,020 (lower than 0,05). The indicator willing to view advertisements on Instagram's sponsored ads has a factor loading with a value of 0,726. Thus, the purchase intention of the millennial generation increases if their attitude which is pictured through their interest towards the advertisements in Instagram's sponsored ads increases.

This research result is consistent with the empirical study conducted by Burnsed & Hodges (2014) regarding the purchase of house furniture in the USA, which showed that social value influences the purchase intention of consumers. this result was surprising because most respondents claimed that they prioritize their private views above the views of others. This research result is also consistent with the empirical study by Wiedmann et al. (2014) who found that social value is among the values which have significant influence on the intention to purchase wine in Germany.

Sun et al. (2013) in their research regarding the decision making style of consumers in China attained similar empirical study results for these two variables, social value is an important variable which can influence the purchasing style of consumers in China. The research regarding green products in Iran conducted by Beyzavi & Lotfizadeh (2014) also explained the importance of social value to attract the purchase intention of consumers. Fu & Elliot (2013) also found that social value largely influence the purchase intention of electronic product consumers among marketing management students.

The analysis results statistically show that the attitude of m-advertising (sponsored ads) users has a significant and positive influence on the purchase intention of the millennial generations on the Instagram application. This is attained from the analysis result which shows a correlation value of 0,870 and a probability value of 0,000 (lower than 0,05). The indicator frequently search information of a product before purchasing it has a factor loading value of 0,946, thus the purchase intention of the millennial generation becomes greater if the expectation formed after viewing the product's advertisement in Instagram improves the social view of other people towards the individual. This result is consistent with the research by Ting et al. (2016) regarding replicas of luxury products in Malaysia with 112 respondents utilizing questionnaires. Their research stated that consumer attitude has positive influence on the purchase intention of consumers towards luxury product replicas. Memarzadeh et al. (2015) also made similar statements in their research regarding purchases of hotel rooms by business travelers (travelers who visit certain areas for business purposes) through website, attitude of consumers towards e-comments has a largely negative influence on the intention to purchase hotel rooms through websites. Gazley et al. (2015) in their research regarding location based service utilizing online questionnaires on 422 people categorized as millennials found that attitude has strong influence on the purchase intention of consumers. Cheah et al. (2015) who conducted a research regarding electronic deals (online shopping) stated that consumer attitude towards e-deals has large influence on the purchase intention of e-commerce website users in Australia. The research regarding the habit of Facebook users, which is the parent company of Instagram, has been studied by Duffet (2015), and it was found that the attitude towards digital advertisements that appear in Facebook has strong influence on the purchase intention of the millennial generation.

5. Research Implication

The findings in this research is that social value does not influence the attitude of m-advertising users, but it does have positive and significant influence on the purchase intention of the millennial generation. On the other hand, attitude of m-advertising users influence the purchase intention of the millennial generation. social value and attitude of m-advertising users have been proven to be able to influence purchase intention. This result proves the accuracy of the TPB which states that purchase intention is influenced by three factors, namely attitude, subjective norms (social value) and perceived behavioral control can be applied in cases of m-advertising in Instagram, specifically for millennial generation Instagram users. Similar studies may be conducted in the future with a condition in which the age of respondents (millennials) must be equal.

Give good impressions to others, willing to view m-advertisements, and intend to purchase certain products after watching m-advertisements are some main considerations of the millennial generation in responding to the sponsored ads in Instagram. In advertising, the targeting feature on Instagram should be utilized correctly so that the advertisements can appear on Instagram user accounts that are interested with the products being advertised. The Instagram application is expected to provide the data regarding the habit of users to companies that want to use the sponsored ads on Instagram as the advertisement media so that information regarding the interest of users become more accurate. The desire of Instagram users to purchase the advertised product will increase if the sponsored ads in Instagram provide product information that are needed or in accordance to the interest of the users.

6. Research Limitation

There are some limitations to this research, namely the source or respondents in this research which is limited to Instagram users categorized as the millennial generation (born in the year 1980-1995), are domiciled in Denpasar, and most users were born between 1991-1995. This research is conducted in 2017, thus there is a possibility that in the following years, the collective culture of the millennials in Denpasar will not be as strong as it was in 2017.

7. Conclusion and Recommendation

The data analysis results statistically show that social value does not significantly influence the attitude of m-advertising users. Thus, the attitude of m-advertising users cannot be explained by social values. Even though a product can provide high social value expectation (if it has been purchased), Instagram users still do not significantly respond to the digital advertisement of the product if they are not interested in the product.

The data analysis result statistically show that social value has positive and significant influence on the purchase intention of millennial generation Instagram users. Thus, the higher the social value a product can provide, the higher the purchase intention of the millennial generation Instagram users without the need to view the advertisement on Instagram's sponsored ads.

The data analysis result statistically shows that the attitude of m-advertising users has positive and significant influence on the purchase intention of millennial generation Instagram users. Thus, the higher the enthusiasm of the millennial generation Instagram users towards digital advertisements, the higher the possibility that those users will purchase the advertised product.

The recommendation or advice for the next research are, to increase the purchase intention of millennial generation Instagram users, providing content information on Instagram's sponsored ads is the main priority and product promotion can be set aside first because the desire of Instagram users to purchase products is not significantly influenced by promotion, and they need more information regarding the product before any intention to purchase emerges.

Improving the social value perspective and attitude of the millennial generation Instagram users can be done if advertisers can provide advertisement contents which is more focused on the product's information and the advertisements are expected to appear on Instagram users that have an interest towards the product advertised on the sponsored ads of Instagram. The filtering feature in Instagram's sponsored ads is one of the ways to actuate this. Data regarding close friends of each Instagram users can be used as the reference to create new advertisement media, for example advertisement medias which only targets one account along with the accounts included in the close friend list.

Further studies on the variables of the TPB (attitude, subjective norm, perceived behavioral control, intention and behavior) and the TCV (functional value, social value, emotional value, epistemic value and conditional value) are needed so that the best formulation for advertising can be attained to create m-advertising contents that can attract the market targets.

Replication of this research with experimental designs utilizing sources with different locations, demographics and digital marketing platforms are needed to be able to determine the relationship between the variables with greater accuracy.

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